

You, 'Sailing' & Ince, in any case



Ince is creating a global choir to record 'Sailing', the song made iconic by Rod Stewart. We really want to raise awareness of the critical role seafarers play in all of our lives. They are global key workers and we will ignite a discussion to shine a light on the crucial part they play in our global economy.

Hundreds of thousands of the world's 1.7million seafarers and their families continue to be dramatically impacted on a daily basis by the Covid-19 pandemic. With the enormous dawning challenge of offering all seafarers the vaccine, and when some seafarers have been stranded at sea for 21 months or unable to get home to their families for two years, now more than ever we have to make sure our seafarers are not forgotten.

Ince's global offices are uniting with four of the world's leading maritime charities (**The Mission to Seafarers, Sailors' Society, Stella Maris and The Seafarers' Charity**) and **Royal Museums Greenwich** to make sure our seafarers' voices are really heard. Everyone involved is donating their time, so we also hope to raise as much money as possible which will be divided equally between the four maritime charities.

International maritime companies and crews, multi-platinum producer George Shilling, the **Ince** in-house band and award winning film director Athena Xenidou have all joined us and we now have the support of both the International and UK Chambers of Shipping as well as many others across the maritime world.

Join us and our seafarers from **18 March 2021** to be part of our global choir and on **25 June 2021** for the launch of our single. Together we can shine a light on our seafarers and make a truly lasting impact.

For more information please contact:



Julian Clark
Global Senior Partner, London
T +44 (0) 20 7481 0010
JulianClark@incegd.com



Uniting with:

